

## Distributed Ad Flight Management

### ABSTRACT OF THE DISCLOSURE

10           An advertisement server makes an initial selection and provision of a number of advertisements for a number of client devices for presentation in accordance with corresponding desired flight profiles to be achieved for the advertisements. The provisions include one or more presentation parameters to govern the rates in which the provided advertisements are to be presented. The client devices selectively  
15           present the advertisements in accordance with the governing presentation parameters. Further, the client devices report their presentations. The advertisement server in turn repeats the selection and provision of advertisements further taking into consideration the reports.